



AAL Forum 2014
9-12 September 2014, Bucharest, Romania
“Broader, Bigger, Better – AAL Solutions for Europe”

Call for contributions

The annual flagship event of the Ambient Assisted Living Joint Programme (AAL JP), the AAL Forum, will take place in Bucharest, Romania, between 9 and 12 September 2014.

The AAL Forum is the annual showcase event for the people involved in the AAL JP’s projects and the AAL community. It is the core connection of the joint programme to the AAL Community. This community includes policy makers, ICT developers, manufacturers, health professionals, commissioners, businesses, venture companies, technologists, academics, designers, carers and of course older adults. Its purpose is to exhibit and demonstrate existing or developing ICT solutions (products and services), promote networking within the community, foster the interest of other sectors in the field of AAL, provoke debate and discussion on various topics and highlight new or emerging developments in the area to inform the AAL community.

This year the event is entitled “Broader, Bigger, Better – AAL Solutions for Europe” and its goal is twofold: on the one hand the conference will showcase the significant progresses made by the AAL JP projects and solutions in the exhibition area with various demos and presentations, whereas the discussion in the sessions and in the plenaries will address four important themes:

- Deployment AAL solutions
- Broadening AAL
- Supporting projects to the market
- Innovation

The call for contributions is open only for specific sessions. On the following pages, please find the information and details about the tracks and sessions:

Important Dates:

Closing date of call for contributions	10 May 2014
Submission approval	Begin June 2014
AAL Forum	9-12 September 2014

TRACK A: Deployment of AAL solutions

The “**Silver economy**” is the notion that an ageing population is creating a demand for new services and products ranging from personalized care to age-friendly technologies, environments and other solutions that enable them to maintain healthy independent lives. Innovative ICT-based products, services and systems have a strong empowerment potential among older adults, creating better conditions of life as well as fostering industrial and business opportunities.

In spite of this capacity, often new initiatives fall short on their potential to deliver. Thus, one of the actual challenges is to ensure effective large scale deployment supported by a strong user integration of these solutions, bringing products and services to the European and global market and creating age-friendly societies.

This track is thought to present ways for reaching out new markets, the benefits of creating appropriate alliances bringing together commercial, academic and healthcare stakeholders and involving end users and citizens in the design and development of solutions.

The track will have 4 sessions:

A1. Reaching out new markets

A2. Encouraging use of assistive solutions by gamification

A3. Implement & Deploy Active Assisted Living solutions through the Ecosystem approach

A4. Living Labs in care and residential environments

The call for contributions is open for the following sessions:

A-1 – Reaching out new markets

Ambient Assisted Living (AAL) comprises interoperable concepts, products and services that combine new information and communication technologies (ICT) and social environments with the aim to improve and increase the quality of life for people in all stages of the life cycle. Several regional and national initiatives are emerging around Europe to support public and private investment, several providers are developing innovative AAL solutions, end-users are considered but new markets and opportunities must be addressed.

New markets as east European countries associated EU states or even non – EU members’ states must be considered. Knowing potential of the market, adapting to their needs and collaborating with possible stakeholders in the countries could be a good opportunity to reach out new markets.

Possible speakers:

End-User Association (new market)

Hospitals Association (new market)

New services or products developers (all regions)

Success stories

Invited attendees: ICT developers, end-users, AAL project participants, policies makers, etc.

Call for contribution will be addressed to the specified possible speakers' categories with the aim to launch new idea to be discussed for reaching new market opportunities and present success stories for products and services that have the potential to reach new markets.

A-2 – Encouraging use of assistive solutions by gamification

Using the technique of *gamification* is primarily **not** about making games, even not so called “serious games”. It is rather about the use of game thinking and game mechanics in non-game contexts in order to engage users. It is applied in different domains to improve user engagement, data quality and learning. The key of gamification is the *reward*. Reward may be quantified and related to the completion of a task.

Gamification may be well suited in order to encourage older adults to start using assistive solutions well in advance of when they urgently need them. And, when they really need them they know how to use them.

The session should explain the techniques of gamification and give examples of well working solutions, preferably from the self-care field as well as from the field of stimulating physical activity in order to maintain health and mobility. Finally, a discussion will be held regarding how further applications of gamification may boost increased independence and further exploitation of assistive solutions for older adults.

Some specific questions to bring up for the discussion are:

- To what regard differs the design of gamification solutions for older adults from gamification solutions in general, i.e. for younger people or other age groups? Is there a guideline of best practice?
- Smartphones are obvious platforms for gamification, but what other existing and future platforms may be used?

For this session **the expected inputs for the Call for contribution** will cover:

- Good examples of where gamification has been applied in order to encourage the use of assistive solutions.

- Research made on best practice when applying the gamification technology to applications for older adults.

A-4 – Living Labs in care and residential environments

In a living lab, a large number of users interact with new products and services in their daily life. This way the innovation process is pulled out of the lab and the demo context. A real-life setting is essential to find out whether a good idea or concept could form the basis of a successful product or service in the future. This allows for researchers to assemble user feedback and to systematically observe, monitor and analyze user behaviour in a natural environment. This heavy user involvement distinguishes a living lab from traditional market and user research. It's important to ensure that these kinds of living lab activities are based on a scientific research methodology in order to collect and scale up evidence in view of the benefit of AAL solutions and services.

Building up common methodologies and gathering concise evidence is improved through international co-operation. The ENoLL network gathers best practices and living lab experience throughout EU (www.openlivinglabs.eu). How can the AAL community learn and interact with the ENoLL network? Where does Care Living Labs differ from other living lab approaches?

For this session *the expected inputs for the Call for contribution* will cover:

- Good examples of Living Labs with concrete first results and field experiencing feedback. Possibly give a quite wide spectrum of Living Labs categories.

Additional instructions to the contributors:

- In order to contribute they have to register at complete the forms available on the AAL Forum website @ www.aalforum.eu/
- Contributions have to be txt format maxim 2000 characters.

If you need more information contact us @ info@aalforum.eu